Political creation and free circulation

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Duo that combines visual communication with political investigation. They work since the year 2005 promoting graphic productions that aim to intervene politically in diverse social spaces starting from the graphic format.

By midway of last year we published the "yearly flyer 2006", a little textbook with 16 flyers to tear off, photocopy and distribute, designed as postcards that, put together, allow to reconstruct a complete panorama about the economic, social and political reality of last year in Argentina, from data and investigations made by official organizations (INDEC) as well as alternative organizations (CORREPI).

The realization of this text was inspired by many issues. We were aiming to intervene the routine character of those who transit the city with "covered eyes", retracted to their own reality, trying not to acknowledge the complexity of the social structure, often perceived as a constellation of "natural" circumstances that affect life in a more or less eventual way, and in which we seem not to have any influence.

What we had in mind was mainly the creation of a communicational proposition that would work as a database of graphic resources and investigations for the communication of social movements. The "yearly flyer" works on the construction of a cosmovision of the argentine reality trying to place ourselves in that complex structure, and also tries to offer tools of knowledge and agitation and to promote thinking, intervention and action.

We acknowledge the fact that mass media periodically publish statistic data about poverty, work or the gap between rich and poor, however, we have conscience of the partiality of that information, and that the aseptic and over repeated information that they provide help to "naturalize" it.

That is why the yearly flyer was thought and created as a communicational strategy that tries to tie investigation about fights and resistances that are carried on by different social movements, as a communicational tool, based on a detailed image and design, aiming to capture perceptive attention and be able to produce any subjective commotion that promotes action.

Released with copyleft license, the yearly flyer is also available on the inconoclasistas website, where everything there can be freely used, copied, modified, and distributed as long as it is with no commercial purposes and done with compromise to sustain and diffuse liberty of appropriation and use for others and free circulation

The potentiality that implies working with recovered materials, re-appropriated, distorted, used, diffused, allowed them to have a particular movement, because in a non premeditated or calculated way the flyers were recovered by groups and people, reaching a different circulation that adopted different forms and objectives.

We would like to recreate part of that itinerary that found us being direct participants or just kind observers, thus we would like to number some spaces and activities in which they ended up, with the only objective of visualizing the eclecticism allowed by liberating creation and intervene with new ideas in the imaginary of the resistance(s).

With the flyer we participated in the “Ferias del libro independiente y autogestivo” (Fair of independent and self sustained book) (FLIA), events organized by independent producers in spaces that join hundreds of writers and where so many people go through. We traveled to La Plata where we shared the “Feria de diseño & artesanías + eventos culturales”(Fair of design, crafts and cultural events) , organizad by Galpón Sur, a group organized by many student associations of that city willing to continue doing something apart from university, doing social and cultural work. Avellaneda called us for the “Feria del Libro y Actividad Cultural” (Fair of books and cultural activity) for the 4° anniversary of the “Colectivo de Cultura y Acción Popular Libres del Sur”. We landed in the self sustained hotel Bauen to hang the flyers for the Organic products Fair "El mercadito”, among others.

The disponibility and reach that Internet allows us, added to the willing to free circulation gives us, strongly helped that the flyers were re appropriated by diverse groups. In this way they ended up magnified and hung up in the “Jornada de resistencia cultural por la tierra, por la dignidad y por la libertad” (Day for the cultural resistance for land, dignity and freedom) realized in Parque Patricios. Also in the “Fiesta descolonizante”,

Organized by the communitarian farm La Loma, in José León Suárez, San Martín. In the “Jornada de Economía y Memoria” (Day for economy and memory) Organized by the commission for memory, rememberance and compromise in the University of La Plata. They were part of an exhibition of actions and political art flyers for the recovered factory "El diario de la Región", in Resistencia, Chaco. They were exhibited in the radio “La Tribu” and in the anarchist library “Jose Ingenieros”.

They were also used by teachers of elementary schools in outer Buenos Aires for working on issues such as the rip off of natural resources. They were useful as starting point in institutes for teachers and in workshops with small producers, local and indigenous in Chaco. In the faculty of Graphic Design (UBA) they were used to explain globalization and precarious work conditions. They illustrated newspapers for the “Frente popular Dario Santillan” and “La Fragua”, fanzines of “kolektivo kontrakultural Hasta las Chapas”, the communication magazine “Devenir” and the bulletin edited by CORREPI in La Plata. They traveled all the way to España, illustrating numbers of the magazine “Paper d’Art” (Girona) and “Brumaria” (Madrid).

We use the flyer format for their economy and ease of duplication, however, we notice that many times the flyer was magnified and hung as a poster, then we designed an itinerant exhibition with 8 posters in color, available to be hanged on any space.

This exhibition was opened in the “Center of documentation and investigation of the leftist culture in Argentina” (CeDInCI). It then traveled to various parties: the one made by “Casa Chorizo” to say “No to real state abuses and capitalistic urbanization”, the party of the “Centro Hipermediático Experimental Latinoamericano” (cheLA) for cultural diversity, the events of poetry organized by “Urban poetry” in the Casona de Humahuaca; the international meeting “Repensando el trabajo: autogestión y emancipación social” (Rethinking work: Self sustantion and social emancipation) , organized by the Goethe Institute and the Gino Germani institute for Investigation; the meeting at “Red Nacional de Medios Alternativos” (RNMA) (National network of alternative media) organized in the Social Sciences faculty (UBA) and the independent book fairs.

The exhibition was made available to whoever requires it. The potentiality of a nomad resource in permanent movement allowed changes in position and trajectories related to new political practices inserted in a plot that actions from different spaces (cultural,

communicational, journalistic) without losing sight in the common horizon of promoting practices for the transformation of reality.

We think about iconoclasistas as a laboratory of communication and contra hegemonic resources from where we activate communicational practices, articulating them with other fights in a common network that intent to defy the alienating dominance of the globalized capitalism and its dynamic of exclusion. To work towards that goal, we develop forms of graphic and investigative production that question the symbolical and ideological hegemony, trying to build strategies for resistance through a creative work that frees itself from the limits of privatized knowledge.

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